

hotels do not adapt to society's changing ethical demands they will not survive."

Perhaps the most interesting—if not profound—recent development in green hospitality is its migration from hotel room to bedroom (and kitchen and bath), thanks to the proliferation of hybrid hotel and residence properties. Opening in Seattle in 2008 will be the first of Starwood Capital's new sustainable hotel and residence collection, known simply as 1. Designed by Sienna Architecture, the building will incorporate renewable and recyclable materials, rainwater collection (which seems more than practical in Seattle), a heat-reflective roof, and key card-activated lighting systems. As architect Lee Winn explains, the hotel, which is aiming for LEED certification, will demonstrate the compatibility of luxury and sustainable living. Meanwhile, the well-known Tucson destination spa Miraval is transplanting its Life in Balance experience to condominiums on Manhattan's Upper East Side this summer. The new Miraval Living will, like the Arizona spa, have a distinct emphasis on health and wellness. The property promises cleaner air and water (via an eco-friendly design that incorporates

More and more properties are taking into account the triple bottom line: People, Planet, Profit



out such things in their own houses. "Guests may get their first intimate exposure to 'on-demand' water heaters or coconut-palm floors without having to commit to the purchase beforehand," Siegal says. Architect Henry Smith-Miller, who is currently in the construction phase for 27 Wooster, a factory-fabricated, green-living condo project in New York's SoHo, puts it a little more bluntly, calling the contemporary hotel "a one-night stand for environmental experimentation." And, given the virtuous cause, you're sure to wake up without a trace of morning-after guilt. +

HEPA air filters), will serve organic food in its café, and provide a chlorine-free swimming pool and 20,000-square-foot garden (no easy feat in the city).

Such commingling means that green hotels can have an impact well beyond the hospitality industry. Los Angeles-based architect Jennifer Siegal, who is currently developing a mobile green hotel, designed to accommodate visitors at large-scale events like Nascar races and the Super Bowl, explains that a night or two in a hotel room can educate people about green materials and technologies—and inspire them to seek

LEEDing THE WAY HOTELS THAT ARE GOING GREEN

The most widely recognized standard for green building in the country (and perhaps the world), the U.S. Green Building Council's LEED certification accredits projects that embrace energy efficiency and conservation in everything from construction materials to layout and design. Certified projects can achieve an even higher rating of Silver, Gold, or Platinum if they receive enough additional credits. The rating system, which launched in 2000, had a slow start. But today, buildings across the country, from office high-rises to schools, are breaking ground and aiming for LEED. Here, a look at some hotels that are making the environment a priority. —JENNIFER WELBEL

MARCH 2007

GAIA NAPA VALLEY HOTEL & SPA American Canyon, Calif.

A 132-room hotel seeking Gold certification, the property has a solar-paneled roof, skylights to bring in natural light, and carpeting throughout that is made of recycled materials. The hotel also has on-site kiosks to provide guests with information about Gaia's green efforts.

JULY 2007

SOLAGE CALISTOGA Calistoga, Calif.

The first hotel in Auberge Resorts' new Solage brand will tap the hot springs beneath the property to heat the spa building and soaking pools at the 14,000-square-foot Spa Solage. Room service will be delivered by bicycle, and bathrooms will feature bulk toiletries.

DECEMBER 2007

HOPE LAKE LODGE Cortland, N.Y.

A geothermal system to heat and cool

the entire property is among the planned features for this family resort in upstate New York, which is anticipating a Silver rating.

WINTER 2008-2009

1 HOTEL & RESIDENCES Seattle

Starwood Capital Group will launch its new line of LEED-certified hotels with the opening of 1 Hotel & Residences in Seattle. The hotel's interiors will be made from natural materials, including recycled wood.

WINTER 2008-2009

CROSBY STREET HOTEL New York City

London's haute hotelier, Firmdale, is striving for Silver with this property in SoHo. The hotel will have a vegetated roof and will be built with locally sourced materials.

SUMMER 2009

FAIRMONT HOTEL Pittsburgh

A collaboration between the Toronto-based Fairmont and the PNC Financial

Services Group in Pittsburgh, the entire hotel will be built using recycled and recyclable materials, from the carpeting to the fabric on the couches.

2010

WALDORF-ASTORIA Beverly Hills

Hilton expects to begin construction on this anticipated LEED-certified property later this year. The centerpiece of the hotel's environmental plan is the creation of a 4½-acre green oasis (gardens and rainwater catchment sites) in the center of the city.



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